



**WAR WHOOPS RING ...
WAR PATHS FLAME ...**

as Gene
rides with
the Navajos
to protect
their
birthright!



COLUMBIA PICTURES presents

GENE AUTRY

World's Greatest Cowboy
and **CHAMPION** World's Wonder Horse

THE COWBOY AND THE INDIANS



with
**SHEILA RYAN
FRANK RICHARDS
HANK PATTERSON**

Written by
Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH
Produced by ARMAND SCHAEFER

A GENE AUTRY
PRODUCTION



600-Line Ad Mat No. 401 — 4 Cols. x 150 Lines

This ad also available as 2-column Mat No. 205. See page 7.

**COLUMBIA
PRESSBOOK**

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'The Cowboy and the Indians' Stars Gene Autry and Champ

(Review)

To the accompaniment of ringing war whoops and flaming war paths, Gene Autry rides with the Navajos of Arizona to protect their birthright in Columbia Pictures' "The Cowboy and the Indians," modern outdoor drama with old-West thrills, which opened yesterday at the Theatre.

In his latest vehicle, the World's Greatest Cowboy embarks upon a fighting crusade to rally the nation to the defense of the first Americans against would-be looters of the Indian lands. Before he has achieved his objective, Autry has to tangle with pale-face raiders in the type of explosive action that has made his name a by-word among action devotees. His straight-shooting, head-long riding astride Champion, the World's Wonder Horse, and strenuous fist-cuffs are as much in evidence in "The Cowboy and the Indians" as in his other outdoor dramas. In addition, the novel story material of modern-day Indians lifts the movie several notches above the usual outdoor thriller.

The script by Dwight Cummins and Dorothy Yost begins with Autry becoming disgruntled when Navajo sheep wander onto his ranch in order to graze. A brief visit to the Navajos changes his indignation to sympathy when he discovers the redmen's plight. Besides suffering from malnutrition, the Navajos are preyed upon by Frank Richards, a shrewd trader who attempts to obtain precious Indian relics for a song. When an Indian chieftain is found beaten unconscious, and his valuable badge of office gone, a young brave who is slated to assume leadership, is blamed for the crime.

But Autry, with the young Indian, traces the culprits to Richards and an aide. The cowboy and the Indian, cornered by the trader's gang are the objects of a dangerous onslaught when the Navajos arrive at the critical juncture to rescue them. With this fight won, Gene arouses the nation to the plight of the Navajos and gifts start to pour in from all parts of the country.

Autry gives another lusty performance, acting with his usual convincing naturalness. Famed as the singing cowboy, Gene also is heard in four melodies that further enhance his appeal in "The Cowboy and the Indians." Sheila Ryan, the romantic feminine lead, plays a young woman who is half-Indian, half-white with conviction; Richards makes a crafty villain, and Hank Patterson is good as Autry's ranch foreman.

John English, veteran director of Autry's films, again turns out an outstanding job for producer Armand Schaefer in this Gene Autry Production.

Cowboy and Indians Fly to Film Sites

Gene Autry, the most air-minded Hollywoodian, flew the entire company of "The Cowboy and the Indians," now at the Theatre, to their location site at Pioneertown, Calif., 125 miles east, in the foothills of the San Bernardino Mountains.

It was Autry's seventh Columbia picture. Each of them was filmed at distant locations, and the companies were always flown there in chartered planes.

Autry's private plane, a twin-engined, seven-place Beechcraft, was used for shuttling back and forth between the location sites and Hollywood, making two round-trips daily, carrying players, technicians and film.

CAST and CREDITS

Gene Autry	Gene Autry	Fred Bradley	Alex Frazer
Nan Palmer	Sheila Ryan	Blue Eagle	Frank Lackteen
"Smiley" Martin	Frank Richards	Chief Long Arrow	Chief Yowlachie
Tom Garber	Hank Patterson	Joe	Lee Roberts
Lakohna	Jay Silverheels	Sheriff Don Payne	Nolan Leary
Lucy Broken Arm	Claudia Drake	Miss Summers	Maudie Prickett
Rona	George Nokes	Bob Collins	Harry Mackin
Broken Arm	Charles Stevens	Henderson	Charles Quigley

and Champion

Written by Dwight Cummins, Dorothy Yost; Directed by John English; Assistant Director, Jack Corrick; Director of Photography, William Bradford; Art Director, Harold MacArthur; Film Editor, Henry Batista; Set Decorator, Louis Diage; Musical Supervisor, Paul Mertz; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Frank Goodwin; Produced by Armand Schaefer; A Gene Autry Production. A Columbia Picture.

STORY

(Not for Publication)

Gene Autry (himself) runs into opposition from "Smiley" Martin (Frank Richards), trader, when he attempts to aid a Navajo woman suffering from malnutrition. Doctor Nan Palmer (Sheila Ryan), half Navajo and half white, tells Gene that Martin has been cheating the Indians for years. Meanwhile Martin and Bradley (Alex Frazer), a curio dealer, scheme to get a priceless blanket owned by Lucy Broken Arm (Claudia Drake), but Gene arrives in time to slug it out with their agents. When Chief Long Arrow (Chief Yowlachie) is found, beaten unconscious, with his priceless turquoise necklace, a symbol of his office, gone, Lakohna (Jay Silverheels), young Indian slated to be next chief of the tribe, is blamed. The attack is traced to Martin by Autry and Lakohna who are, however, trapped by their enemies in the hills. They are saved by Indians and a sheriff's posse. Autry secures help for the famine-stricken Navajos from the public and the Government. Lakohna becomes chief and, with Nan in his arms, watches Gene head back to his ranch.

Autry Defends Indians In New Western Drama

Hollywood has been eternally pre-occupied with Indians, and they have been incorporated as one of the staple ingredients in the Western thriller.

In the beginning, Indians were the eternal enemy who jeopardized the security of the pioneer or settler as they pushed West. Mostly, they have been portrayed as cruel savages who interfered with the march of progress of the white men in America.

World War II temporarily obscured the redman as a factor in outdoor thrillers because there were more potent enemies to be portrayed on American screens. But then things returned to normal in the movie city, and the Indian was restored to his niche as a screen menace and participant in the big Western action epic.

But in Columbia Pictures' "The Cowboy and the Indians," now holding forth at the Theatre, the Indian is portrayed

in a refreshing light, just as another human being with unique problems of his own, and not as a menacing savage. Starring Gene Autry, "The Cowboy and the Indians" portrays the cowboy star's fight to defend today's Indians against paleface raiders who would rob them of their birthright. The plight of the Navajos of Arizona is then brought to the nation and Congress by the cowboy star.

There have been numerous other pictures which have utilized the figure of the Indian. "Canyon Passage" also reflected the modern approach to the American Indian as not the dyed-in-the-wool savage so frequently portrayed in pictures as only good when dead. This big outdoor drama carefully documented one of the Indian rampages as stemming from the murder of an Indian girl by a white man and not flowing from the wanton Indian mind.

Other pictures in recent years in which the Indian has loomed large in the story are "Red River," "Last of the Redmen," "Drums Along the Mohawk," "Fort Apache," "The Unconquered," "Pursued" and even in the Bob Hope comedy, "The Paleface."

In addition to the World's Greatest Cowboy, and Champion, the World's Wonder Horse, "The Cowboy and the Indians" contains featured players Sheila Ryan, Frank Richards and Hank Patterson. John English directed for producer Armand Schaefer.

Old West Thrills

"The Cowboy and the Indians," starring Gene Autry and Champion, will start an engagement at the Theatre. Their latest Columbia outdoor thriller is a modern story with old-West thrills laid in the Navajo country. Supporting players are topped by Sheila Ryan, Frank Richards and Hank Patterson. Dwight Cummins and Dorothy Yost collaborated on the script directed by John English for producer Armand Schaefer. The movie is a Gene Autry Production.



Cowboy and Indians Mat 2-A; Prod Still No. 28

PALEFACE TREACHERY threatens the American Indian in Columbia's "The Cowboy and the Indians" at the Theatre. In the scene above, star Gene Autry disposes of villainous Clayton Moore.

Autry Is One-Man Army In Modern Indian War

The fight of the Navajos to protect their birthright, aided by Gene Autry, provides the theme of Columbia Pictures' latest outdoor drama with their popular star. Coming to the Theatre, the film is titled "The Cowboy and the Indians" and again has Champion, the World's Wonder Horse, combining with the World's Greatest Cowboy, to form the outstanding man-and-horse duo on the Western range.

Autry is said to demonstrate that he's a one-man army of fists and bullets blasting pale-face renegades, as the Navajos make their last stand in a modern Indian war. Advance reports indicate that "The Cowboy and the Indians" contains the usual reliable elements of the outdoor thriller that have made Autry's pictures so popular. But, in addition, there's said to be an extra premium in store for Autry fans. Autry has delved into novel story material, the modern Indian, for his new film.

The story concerns rancher Autry's efforts to aid the Navajos of southern Arizona, in their struggle to maintain their few treasures and land from greedy white men. When an Indian chieftain is beaten, and his priceless badge of office taken, a young

Indian leader slated to succeed him, is blamed. Gene, and the young Indian trace the real culprits to two white traders, but are cornered in the hills by the renegades' henchmen. Saved by the timely arrival of the Indians and the sheriff's posse, Gene then makes a dramatic appeal to the nation in order to aid the famine-stricken Navajos.

In order to duplicate the rugged and beautiful terrain of southern Arizona, Gene used Pioneertown, Calif., only a half-hour's flying time from Hollywood, for location shooting. Pioneertown, a few miles from Palm Springs, is located 4,500 feet high in the San Bernardino Mountains, just below Big Bear Lake.

Gene is still the singing cowboy as of yore in his current movie, giving out with four melodies including "One little Indian Boy," "Silent Night," "America" and "Here Comes Santa Claus."

Autry's supporting players include Sheila Ryan, romantic lead, who portrays a woman doctor, part white, part Indian; Frank Richards, who plays the chief "heavy" and Hank Patterson.

The script of "The Cowboy and the Indians" was written by Dwight Cummins and Dorothy Yost. John English directed this Gene Autry Production for producer Armand Schaefer.

'Cowboy and Indians' Set to Open Soon

Columbia Pictures' "The Cowboy and the Indians," latest Gene Autry outdoor thriller, is due to arrive at the Theatre. Champion, Gene's favorite mount, is also present again, while principal support for the cowboy star is furnished by Sheila Ryan, Frank Richards and Hank Patterson.

Gene, as an Arizona rancher, is angry with the Navajos when their sheep overrun his grazing land, but discovering their sad state of affairs, allies himself with them in order to protect their birthright from greedy white men. After beating off the pale-face raiders, Autry rallies the country and Congress to the first Americans' defense.

Screen play of "The Cowboy and the Indians" was written by Dwight Cummins and Dorothy Yost. John English directed for producer Armand Schaefer. The movie is a Gene Autry Production.



Mat 1-A; Prod. Still No. 34

THREATENING vengeance, Jay Silverheels urges Gene Autry to fight with the Navajos in Columbia's "The Cowboy and the Indians" at the Theatre.



Mat 1-B; Prod. Still No. 6

GUNS BARK as Gene Autry goes on the warpath fighting to protect Navajo Indians in Columbia's "The Cowboy and the Indians" at the Theatre now.



Cowboy and Indians Mat 2-B; Prod. Still No. 38

THE COWBOY AND THE INDIANS stars Gene Autry (left) at the Theatre. This modern story with old-West thrills was directed by John English for Columbia Pictures and was produced by Armand Schaefer.

'Cowboy and Indians' Filmed in Pioneertown

Gene Autry, who usually flies his movie company hundreds of miles in order to obtain authentic backgrounds for his popular Columbia Westerns, found what he wanted for "The Cowboy and the Indians" practically in his own back yard—relatively speaking.

He found a "bit of Arizona" only 30 minutes' flying time away from Hollywood—at Pioneertown, California, a few miles from glamorous Palm Springs. What brought Autry and company to Pioneertown was that its terrain is almost identical to that of southern Arizona, the locale of "The Cowboy and the Indians"—hills and ravines, dotted with Joshua, yucca, saguaro, mesquite. Even the snowcapped mountain to the westward was reminiscent of Mt. Lemmon, south of Tucson.

In "The Cowboy and the Indians," now on view at the Theatre, Autry, as an Arizona rancher, helps the Navajo Indians of that state to defend their land from pale-face looters in a modern story with old-West thrills.

Situated 4500 feet up in the San Bernardino Mountains, just below Big Bear Lake, Pioneertown is a 30,000-acre tract of land surrounding a unique little town composed of a "Main Street" bordered by buildings strictly old-West in design. Pioneertown's history started when Dick Curtis, a cowboy actor, discovered that the country in-and-around what is now Pioneertown afforded the perfect setting for Westerns.

In 1946 he purchased the original site of Pioneertown and,

Champ's Adventures Rival Gene Autry's

Champion, Gene Autry's famous horse, currently seen with Gene in Columbia's "The Cowboy and the Indians," now at the Theatre, has done some strange things for a horse. Gene's new outdoor drama narrates the struggle for existence of the modern Navajo Indians in Arizona.

In 1939, Champion walked into the lobby of London's swank, conservative Savoy Hotel; in 1941, he was flown all by himself from Hollywood to New York in a chartered plane; he rode in the elevator to the roof of New York's Radio Center building; he walked up the steps of the Capitol Building, in Washington, D. C.; and he had his hooves manicured in the barber shop of an elegant Cleveland barber shop while Gene was getting a haircut.

with 18 of his Hollywood friends, formed the Pioneertown Corporation, headed by movie actor Russell Hayden.

Pioneertown's natural beauty has since attracted several hundred families, most of whom purchased small ranches or opened businesses on "Main Street." Along this colorful thoroughfare, on which no automobiles (only horses) are allowed, can now be seen establishments with such flamboyant names as The Golden Stallion Cafe, The Red Dog Saloon, The Wooden Indian, Pioneer Duds & Saddlery, The Grubstake, etc. Naturally, the citizens of Pioneertown dress strictly "western."

Besides Gene and his favorite equine, Champion, the cast of "The Cowboy and the Indians" includes featured players Sheila Ryan, Frank Richards and Hank Patterson.

The script, authored by Dwight Cummins and Dorothy Yost, was directed by John English for producer Armand Schaefer. The movie is a Gene Autry Production.

Indians Ride High In New Autry Film

Forty-six Indians, representing eight tribes, appear in Columbia's "The Cowboy and the Indians," starring Gene Autry at the Theatre. The redmen are all members of the Hollywood Indian Actors organization.

Autry's new outdoor drama is concerned with the Navajo Indians of Arizona and their fight, aided by Gene, to maintain their heritage against the depredations of evil white men.

Champion, Gene's wonder horse, also rides with the cowboy star in "The Cowboy and the Indians," which features Sheila Ryan, Frank Richards and Hank Patterson in supporting roles.

Airfield for Autry

Yucca Village, a small settlement near 29 Palms, Calif., now has an airport—all because of Gene Autry. Notified that Autry wanted to fly his entire Columbia company there from Hollywood to film "The Cowboy and the Indians," in nearby Pioneertown, citizens of Yucca Village set to work to construct an airstrip. Gene's latest Columbia outdoor thriller is now playing at the Theatre.

Boy Scouts Rescue Gene Autry's Horse In Western Wilds

This is the story of two boys, their adventure with a runaway horse, and how it contributed to the production of Columbia Pictures' "The Cowboy and the Indians," new Gene Autry outdoor thriller now at the Theatre.

The boys are Charles and John Kee, teen-age members of a mounted Boy Scout troop in Pioneertown, Calif., the town in the towering San Bernardino Mountains which plays host to most Western production units. The animal, stand-in for the famous Champion, was being used in a scene wearing Champion's \$5,000 saddle and bridle.

Suddenly Champion's stand-in took off over the hill like a streak of lightning. Wranglers failed to overtake him, so the next day sheriff's deputies scoured the hills while chartered planes searched from the skies in a big horse-hunt. But the horse had disappeared with the saddle and bridle sorely needed for Champion's scenes in the picture. Autry was worried, for his fans know his mount's movie "duds" down to the last detail, and the chances of slipping over a substitute saddle and bridle were slim.

At this crucial point, the Kee brothers roared into action. School-free the following day, a Saturday, they decided to join in the search. Pulling on their homemade chaps, they mounted their horses and rode into the hills. Where others had failed, they succeeded almost instantly. Before they had been out an hour, they spotted hoof tracks and a parallel line which could only have been made by a trailing rein. They stuck doggedly to this trail for four hours and were rewarded when, topping a rise and coming into a small ravine, they saw the delinquent horse, standing calmly by a Joshua tree.

Riding triumphantly into the movie camp with the lost horse in tow, the boys were greeted with an ovation by the company. And Gene rewarded them with a generous check and their first airplane ride in his private plane.

Besides Autry, an Arizona rancher who comes to the aid of the ravaged Navajo Indians of that state in "The Cowboy and the Indians," the human side of the cast is headed by featured players Sheila Ryan, Frank Richards and Hank Patterson.

Dwight Cummins' and Dorothy Yost's screen play was directed by John English.

Autry Sings Again In Latest Western

Gene Autry continues his singing ways in his current outdoor thriller, "The Cowboy and the Indians," which is holding forth at the Theatre.

The cowboy star sings four tunes in Columbia Pictures' Western including "One Little Indian Boy," "America," "Silent Night" and "Here Comes Santa Claus."

Gene plays an Arizona rancher who comes to the aid of the Navajo Indians and aids them to defend their birthright from white looters.

Ancient Actress

The oldest movie actress in the world has a role in Columbia's "The Cowboy and the Indians," starring Gene Autry at the Theatre. She is Felipa Gomez, 103 years old, who was born in Mexico in 1846. Mrs. Gomez plays a Navajo woman whom Gene saves from starvation.

Gene Autry Leads Way In Blazing Film Trails

To many people, Gene Autry is just a Western star, although acknowledged as the top practitioner in his field. Autry is all that, of course, but besides is a unique innovator in a field which is as old as the movie industry itself and where the general practice is to repeat time-honored formulae out of sheer habit.

In his current outdoor drama for Columbia Pictures, "The Cowboy and the Indians," now playing at the Theatre, Gene has turned to new material, the Navajos of Arizona. In the new Autry movie, Gene rides with the Navajos to protect their birthright and lands from pale-face raiders. Further, Autry, in the movie, once he has disposed of the imminent threat to the Navajos, goes to the nation and Congress in a dramatic appeal to help out the Indians who are suffering from various man-made ills.

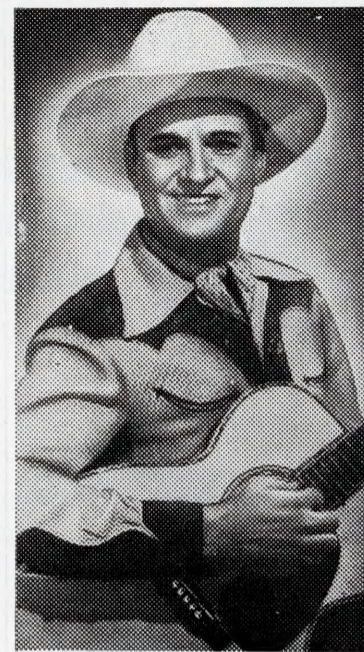
Perhaps Autry's greatest contribution to the Western film was the introduction of music. Coming along at a time when the Western picture market sagged badly in popularity, Gene, a singer of cowboy ballads for a radio station, came to the rescue with his singing. Thus was created the singing cowboy—who has survived to this day, more popular than ever. He sings four songs in "The Cowboy and the Indians."

In his "Riders of the Whistling Pines," Autry ever on the lookout for novel story material, described the dramatic fight of the Forestry Service against the ravages of the dreaded tussock moth in Northern Idaho, winning the battle to save the massive pine forests. Gene, who loves flying and planes in real life, also saw an opportunity to introduce planes to the Western. Since the rangers who brought the dreaded tree disease under control had to spray the area from the air, there were planes in "Riders of the Whistling Pines."

The cowboy star has also blazed new trails in finding beautiful scenery to be photographed for his Westerns. Red Rock Canyon in California's Mojave Desert, Tucson, Ariz., and now Pioneertown, Calif., in the San Bernardino Mountains, where "The Cowboy and the Indians" was filmed, have all lent their beautiful scenery as backgrounds for Autry productions.

Gene even attempted to use a bit more romance than the usual Western is accustomed to have, but a deluge of protesting fan mail side-tracked this one.

His famous mount, Champion, is also seen in "The Cowboy and the Indians," as are featured sup-



Mat 1-C; Still No. Gene Autry 8

GENE AUTRY sings and slugs his way to new screen glory in Columbia's "The Cowboy and the Indians," rousing outdoor action film at the Theatre.

porting players Sheila Ryan, Frank Richards and Hank Patterson.

The screen play was turned out by Dwight Cummins and Dorothy Yost. John English directed this Gene Autry Production for producer Armand Schaefer.

Medicine Man

Gene Autry, popular film cowboy currently starring in Columbia's "The Cowboy and the Indians," now on view at the Theatre, started on his way to fame by way of a traveling medicine show. During summer vacations, when Gene was a boy, he traveled through Texas, Oklahoma and Kansas dispensing songs while his employer dispensed cure-alls.

Hollywood Native

Sheila Ryan, feminine lead in the Gene Autry starrer, Columbia's "The Cowboy and the Indians," the current attraction at the Theatre, is another graduate of that popular prep school for prospective movie stars, Hollywood High.

Miss Ryan plays a half-Indian, half-white doctor in the stirring outdoor drama of today's Indians.



Cowboy and Indians Mat 2-C; Prod. Still No. 47

OLD-WEST THRILLS abound in Columbia's "The Cowboy and the Indians" starring Gene Autry (left) at the Theatre. Jay Silverheels and Sheila Ryan are featured in the exciting film.

**AUTRY LEADS NAVAJOS
AGAINST PALE-FACE
KILLERS!**

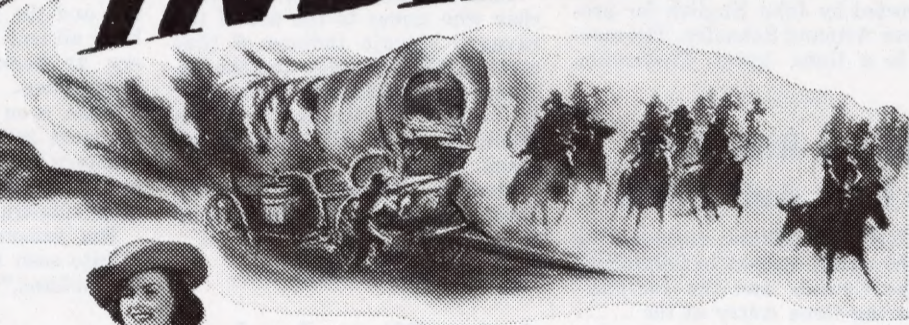
COLUMBIA
PICTURES
presents

**GENE
AUTRY**

World's Greatest Cowboy
and **CHAMPION**
World's Wonder Horse



in
**THE COWBOY
AND THE
INDIANS**



with
Sheila Frank Hank
Ryan · Richards · Patterson

Written by Dwight Cummins and Dorothy Yost

Directed by JOHN ENGLISH · Produced by ARMAND SCHAEFER

A GENE AUTRY PRODUCTION

500-Line Ad Mat No. 303 — 3 Cols. x 166 Lines

↑ This ad also available in 2-column size. ↑
See 220-Line Ad Mat No. 207 on page 6. ↑

COLUMBIA PICTURES presents

GENE AUTRY *World's Greatest Cowboy*

and **CHAMPION** *World's Wonder Horse*

THE COWBOY AND THE INDIANS

**SINGLE-HANDED...
AUTRY BLASTS
PALE-FACE
RENEGADES**

...as Navajos make
last stand
in modern
Indian war!

WITH

**Sheila Ryan
Frank Richards
Hank Patterson**

Written by Dwight Cummins and Dorothy Yost

Directed by JOHN ENGLISH

Produced by ARMAND SCHAEFER

A GENE AUTRY PRODUCTION



400-Line Ad Mat No. 302 — 3 Cols. x 133 Lines

**GENE AND CHAMPION
GO ON THE WARPATH**

*to protect the first Americans
against
pale-face
raiders!*



COLUMBIA PICTURES presents

GENE AUTRY

World's Greatest Cowboy

and **CHAMPION** *World's Wonder Horse*

in

THE COWBOY AND THE INDIANS

with

**Sheila Ryan
Frank Richards
Hank Patterson**

Written by Dwight Cummins and Dorothy Yost

Directed by JOHN ENGLISH* Produced by

ARMAND SCHAEFER

A GENE AUTRY PRODUCTION



396-Line Ad Mat No. 208 — 2 Cols. x 198 Lines

Note!

Be sure to see 600-Line Ad Mat No. 401 (4 Cols. x 150 Lines) on the front cover of this press-book. This ad is also available in 2-column size. See 148-Line Ad Mat No. 205 on page 7.

T H E A T R E

Starts
TOMORROW

**GENE AND CHAMPION
BATTLE PALE-FACE
TREACHERY...**

COLUMBIA PICTURES
presents

GENE AUTRY

World's Greatest Cowboy

and **CHAMPION** *World's Wonder Horse*

**THE
COWBOY AND
THE INDIANS**

with
Sheila Ryan · Frank Richards · Hank Patterson
Written by Dwight Cummins and Dorothy Yost
Directed by **JOHN ENGLISH** Produced by **ARMAND SCHAEFER**
A GENE AUTRY PRODUCTION



294-Line Ad Mat No. 301 — 3 Cols. x 98 Lines

**AUTRY LEADS NAVAJOS
AGAINST PALE-FACE
KILLERS!**

COLUMBIA
PICTURES
presents

**GENE
AUTRY**

World's Greatest Cowboy
and **CHAMPION**
World's Wonder Horse



**THE
COWBOY
AND THE
INDIANS**



with
Ryan · Richards · Patterson
Written by Dwight Cummins and Dorothy Yost
Directed by **JOHN ENGLISH** Produced by **ARMAND SCHAEFER**
A GENE AUTRY PRODUCTION

220-Line Ad Mat No. 207 — 2 Cols. x 110 Lines

↑ **This ad is also available in 3-column
size. See 500-Line Ad Mat No. 303 on
page 4.** ↑

**WAR WHOOPS RING...
WAR PATHS FLAME...**

as Gene
rides with
the Navajos
to protect
their
birthright!

COLUMBIA PICTURES presents
GENE AUTRY
World's Greatest Cowboy
and **CHAMPION** World's Wonder Horse

**THE COWBOY
AND THE
INDIANS**

with
SHEILA RYAN
FRANK RICHARDS
HANK PATTERSON
Written by
Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH
Produced by ARMAND SCHAEFER
A GENE AUTRY PRODUCTION

148-Line Ad Mat No. 205 — 2 Cols. x 74 Lines

↑ This ad is also available in 4-column size. See 600-Line Ad Mat No. 401 on the front cover. ↑

T H E A T R E Starts TODAY

**AUTRY
FURY**
blasts pale-face raiders
from Indian stronghold!

COLUMBIA PICTURES
presents

GENE AUTRY World's
Greatest
Cowboy
and **CHAMPION**
World's Wonder Horse

**THE COWBOY AND
THE INDIANS**

with
Sheila Ryan
Frank Richards
Hank Patterson
Written by Dwight Cummins
and Dorothy Yost
Directed by JOHN ENGLISH
Produced by ARMAND SCHAEFER
A GENE AUTRY PRODUCTION

190-Line Ad Mat No. 206 — 2 Cols. x 95 Lines

**HELD OVER
2nd BIG WEEK** **T H E A T R E**

COLUMBIA PICTURES presents
GENE AUTRY
World's Greatest Cowboy
and **CHAMPION**
World's Wonder Horse

**THE COWBOY AND
THE INDIANS**

with
Sheila Ryan • Frank Richards • Hank Patterson
Written by Dwight Cummins and Dorothy Yost
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER
A GENE AUTRY PRODUCTION

98-Line Ad Mat No. 204 — 2 Cols. x 49 Lines

NOW **T H E A T R E**

AUTRY BLASTS PALE-FACE RENEGADES!
COLUMBIA PICTURES presents
GENE AUTRY World's Greatest Cowboy
and **CHAMPION** World's Wonder Horse

**THE COWBOY AND
THE INDIANS**

with
Sheila Ryan • Frank Richards • Hank Patterson
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER
A GENE AUTRY PRODUCTION

70-Line Ad Mat No. 203 — 2 Cols. x 35 Lines

GENE AND CHAMPION GO ON THE WARPATH!

COLUMBIA PICTURES presents
GENE AUTRY
World's Greatest Cowboy
and **CHAMPION**
World's Wonder Horse

**THE COWBOY
AND THE
INDIANS**

with
Sheila Ryan
Frank Richards
Hank Patterson

54-Line Ad Mat No. 202 — 2 Cols. x 27 Lines

COLUMBIA PICTURES
presents
**GENE
AUTRY**
and **CHAMPION**

**THE COWBOY AND
THE INDIANS**

with
Sheila Ryan
Frank Richards • Hank Patterson
A GENE AUTRY PRODUCTION

28-Line Ad Mat No. 201 — 2 Cols. x 14 Lines

NOW PLAYING **THEATRE**

MODERN INDIAN WAR!

COLUMBIA PICTURES presents
GENE AUTRY
 and **CHAMPION** in
THE COWBOY AND THE INDIANS

with
 Sheila Ryan • Frank Richards • Hank Patterson

Ad Mat No. 103 — 39 Lines

Last 2 Days **THEATRE**

STARTS THURS.

**WAR WHOOPS RING...
 WAR PATHS FLAME...**

COLUMBIA PICTURES presents
GENE AUTRY
 World's Greatest Cowboy
 and **CHAMPION** World's Wonder Horse
THE COWBOY AND THE INDIANS

with
 Sheila Ryan
 Frank Richards • Hank Patterson
 Directed by JOHN ENGLISH
 Produced by ARMAND SCHAEFER
 A GENE AUTRY PRODUCTION

Ad Mat No. 104 — 65 Lines

AUTRY FURY
 blasts pale-face
 raiders from
 Indian stronghold!

COLUMBIA PICTURES presents
GENE AUTRY
 World's Greatest Cowboy
 and **CHAMPION**
 World's Wonder Horse
THE COWBOY AND THE INDIANS

with
 Sheila Ryan
 Frank Richards • Hank Patterson
 Written by Dwight Cummins and Dorothy Yost
 Directed by JOHN ENGLISH
 Produced by ARMAND SCHAEFER
 A GENE AUTRY PRODUCTION

Ad Mat No. 105 — 99 Lines

Autry blasts pale-face raiders!

COLUMBIA PICTURES presents
GENE AUTRY
 and **CHAMPION** in
THE COWBOY AND THE INDIANS

with
 Sheila Ryan • Frank Richards • Hank Patterson

Ad Mat No. 102 — 26 Lines

Gene's On The Warpath!
GENE AUTRY
 and **CHAMPION** in
THE COWBOY AND THE INDIANS
 A COLUMBIA PICTURE

Ad Mat No. 101 — 13 Lines

Official Billing	
COLUMBIA PICTURES25%
<i>presents</i>	
GENE AUTRY100%
World's Greatest Cowboy15%
<i>and</i>	
CHAMPION25%
World's Wonder Horse15%
<i>in</i>	
THE COWBOY AND THE INDIANS100%
<i>with</i>	
Sheila Ryan • Frank Richards • Hank Patterson25%
<hr/>	
Written by Dwight Cummins and Dorothy Yost10%
<hr/>	
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER15%
<hr/>	
A GENE AUTRY PRODUCTION10%

Stage a 'Gene Autry Day' In Your Town!

Trenton, N. J., recently staged an all-out "Gene Autry Day" promotion under the direction of RKO Capitol Theatre's Henry Scholl. A giant parade climaxed the city-wide stunt, which included city government aid, newspaper and radio coverage, etc. *Work this stunt locally in conjunction with "The Cowboy and the Indians."*

- Go after Gene Autry dealers to develop and supervise the plan.
- Get Mayor's proclamation and active participation.
- Get city departments and business associations to pitch in.
- Newspapers and radio stations give "Gene Autry Day" full coverage.
- Local merchants set window and counter displays, co-op advertising, contribute parade prizes and prizes for other contests.
- Make sure that your Gene Autry Day parade is properly policed and, also, that it is well varied.



Your playdate of 'The Cowboy and the Indians' should be prominent in all 'Autry Day' publicity.

Put the 'Gene Autry Day' brochure into immediate work — for you!

Shown is the 8-page "Gene Autry Day" brochure prepared after the Trenton, N. J., stunt, distributed through National Screen Service and inserted in this pressbook. The brochure tells what happened and how you can do it!

RADIO SHOW

Autry broadcasts every Saturday evening, 7 p.m., E.S.T., over the Columbia Broadcasting System. If there is a CBS outlet in your town, go after frequent spot announcements calling attention to the picture as well as to the radio program, co-op ad for radio pages, etc.

BOOK SHOPS

Arrange for book store and library displays around "The Cowboy and the Indians," using stills from the picture and full credits.

Radio Spots

15 SECONDS: War whoops ring and warpaths flame as Gene Autry rides with the Navajos in "The Cowboy and the Indians." Don't miss Columbia Pictures' "The Cowboy and the Indians," starring Gene Autry at the Theatre beginning

30 SECONDS: "The Cowboy and the Indians" are on the warpath! Gene Autry and Champion battle paleface treachery in "The Cowboy and the Indians," new Columbia picture opening at the Theatre. A modern story with old West thrills, "The Cowboy and the Indians" is a tune-filled, gun-smoking drama, with Gene Autry blasting paleface killers to help the Navajo Indians. See Gene Autry and Champion in "The Cowboy and the Indians" at the Theatre beginning

AUTRY COLUMN

Gene Autry's column, "Horse Sense," distributed by McClure Newspaper Syndicate, 75 West St., New York, N. Y., appears daily in newspapers throughout the country. If it is carried by a paper in your town, work out such promotions as a co-op ad linking the column with your playdate, truck and newsstand posters, publicity stories on Autry, and a lobby blow-up of the column with credit to the newspaper and to your picture.

MERCHANDISING

Wherever possible, arrange for merchants to group cowboy-and-Indian-type merchandise in window displays and to advertise the merchandise extensively. Use stills and credit cards in displays. Newspaper advertising might be along the line: "For the Cowboy and the Indians of Blanktown's Younger Set . . ."

TRAVEL BUREAUS

Travel agencies, railroad and bus terminals, etc., should have posters calling attention to the scenic West—"Home of the Cowboy and the Indians." Prod. Still No. 17 might be used along with full picture and playdate credits.

TOY STORES

Chain and variety stores should be approached for window and counter displays. Ring in as much Autry-endorsed merchandise as possible.

Autry Music

Valuable music exploitation is possible with these songs from the film:

"One Little Indian Boy" by Bob Builder (unpublished); "America" (public domain); "Silent Night" (public domain); "Here Comes Santa Claus" by Oakley Haldeman, published by Western Music, 6520 Selma Ave., Hollywood 28, Calif., recorded for Columbia Records by Autry (#37942).



Columbia Records releases all Autry recordings, and offers dealers a wide range of promotional material, such as the window streamer shown above. Arrange for displays and see to it that recording are used on the air and in juke boxes. For details, and promotional material, write to:

Mr. Don Law
1473 Barnum Ave., Bridgeport, Conn.



GENE AUTRY BELTS

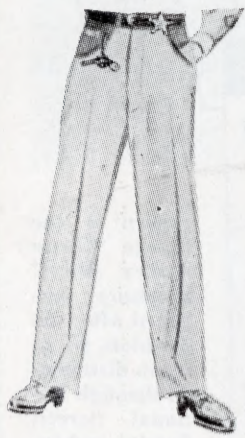
Gene Autry belts and suspenders are sold in chain and department stores, etc., via window and counter display cards like one shown. For details:

**Mr. Irving Slifka,
M. Slifka and Sons, Inc.,
175 Seventh Ave.,
New York, N. Y.**

GENE AUTRY WATCH

Autry wrist watches are sold by leading jewelers everywhere. Free ad mats and other dealer ads available. Write for name of jobber to:

**Mr. Lou Henry,
Wilane Watch Company,
93 Nassau St.,
New York, N. Y.**



SLACKS

Twill and gabardine Western-type trousers are sold with Autry gun charms, sheriff badges, etc. Write: **Mr. J. I. Greenstone, Greenstone-Stern Co., 230 Fifth Avenue, New York 1, N. Y.**

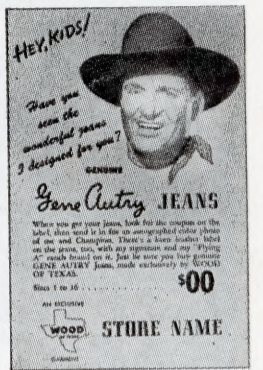
MOVIES

Aids include counter cards (shown), one-sheet, window streamers, display material. Write: **Mr. T. H. Emmett, Hollywood Film Enterprises, 6060 Sunset Blvd., Hollywood, Calif.**



AUTRY JEANS

Display material, dealer ad mats and other promotional material is available to department and other stores selling these jeans. Write: **J. M. Wood Manufacturing Co., Box 1517, Waco, Texas.**



GENE AUTRY BOOTS

Youngsters' cowboy boots are manufactured under the Gene Autry license by **Graham-Brown Shoe Company, Dallas 2, Texas.** These boots, sold in stores from coast to coast, are merchandised with window cards, window streamers and dealer ad mats in various sizes (sample shown).



GENE AUTRY BOOKS

For information about Gene Autry's "Gunsmoke Yarns," a 25-cent anthology, and "Gene Autry Comics," write: **Mr. Russ Tippet, Dell Publishing Co., 261 Fifth Ave., N. Y., N. Y.** For information about "Better Little Books" as well as Autry novels, write: **Mr. Lloyd Smith, Whitman Publishing Co., 1220 Mound Ave., Racine, Wisc.**

BUTTONS

Celluloid buttons, felt pennants and Western novelties are available for giveaways, contest prizes, etc. For prices and other details, write: **Kim & Cioffi, 912 Arch Street, Philadelphia, Pa.**



HATS

With rodeo scenes and the Autry signature, these cowboy hats come in range colors, Western styles. Ad mats and display material are available. Write: **Mr. Marvin Sugarman, Miller Bros. Hat Co., 719 Broadway, New York 3, N. Y.**



GLOVES

Genuine buckskin gauntlet gloves are sold via dealer ad mats, easel and window displays. For details, write: **Mr. William A. Nolan, Nolan Glove Company, 425 Fourth Avenue, New York 18, N. Y.**



Other Gene Autry Licenceses

In addition to the tie-ups described above and on previous page, Gene Autry has endorsed merchandise named below. The list of retail outlets in your community can be obtained

by writing direct to the manufacturer. Promotional material including dealer ad mats, window and counter displays, etc., is available from many manufacturers.

LARIATS: C. Richard Fonger, 10535 Laurel Canyon Blvd., Pacoima, Calif.

GUITAR PENCILS: Mr. Gene Cobb, The Bla-Co Co., 4375 Penrose St., St. Louis 15, Mo.

COWBOY TIES: Mr. Henry Bodek, Bodek Cravat Co., 47 Orchard St., New York 2, N. Y.

POLO, SWEAT SHIRTS: J. T. Flagg Knitting Co., Florence, Ala.

NOVELTY TOWELS: Mr. Lew Abelson, U.S. Terry Products Co., 20 West 31st St., New York 1, N. Y.

BOYS' SOCKS: Mr. Barton L. Goldberg, Sport-Wear Hosiery Mills, Inc., Empire State Bldg., Suite 905, New York, N. Y.

WALLETS: Mr. S. E. Knee, Aristocrat Leather Products, Inc., 292 Fifth Ave., New York 1, N.Y.

HOLSTERS, COWBOY SUITS: Mr. Milton Henry, M. A. Henry Co., Inc., 1107 Broadway, New York 10, N.Y. Also: M. A. Henry Co., Ltd., Box 301, Scarboro Junction, Ont.

RODEO SUITS: California Ranch Wear, Inc., 1401 S. Broadway, Los Angeles 15, Calif.

HAIR BRUSHES: Mag's Co., 163 Myrtle Ave., Brooklyn 1, N. Y.

PAJAMAS, WESTERN SHIRTS: Mr. David Jablow, I. Jablow & Co., 1107 Broadway, New York 19, N. Y.

TOY TELEVISION SETS: Hollywood Toy Television Corp., 1259 S. Talman Ave., Chicago 8, Ill.

PISTOLS: Mr. Lewis S. Bixler, Jr., Kenton Hardware Co., Kenton, Ohio.

WOOLEN SWEATERS: Mr. William Stern, Pickwick Knitting Mills, Inc., 39 West 29th St., New York 1, N. Y.

WESTERN SCARVES: Mr. Edward Glick, Miller & Co., 1636-40 Lawrence St., Denver Colo.

TOOTH BRUSHES, POWDER: One Use Tooth Brush Corp., 3118 West Magnolia, Burbank, Calif.

AUTRY FAN PHOTO

This autographed 7 1/2" x 9" Gene Autry fan photo in full color is valuable as giveaways, contest prizes, in window displays, etc. Photos are sold in units of even thousands, \$6.50 per thousand. All



photographs will be shipped express, collect. Send check or money order, in advance, to:

**Publicity Department, Room 903
Columbia Pictures Corporation
729 Seventh Avenue, New York 19, N. Y.**

IN COSTUME!

Playing "cowboys and Indians" is a regulation childhood pastime, and a local newspaper might capitalize upon the fact by acting as "host" to a special matinee performance of your picture. Youngsters dressed as cowboys and Indians should be required to present at the boxoffice a special coupon or series of coupons carried by the paper. Promoted prizes might be given for the finest costumes. Be sure the newspaper carries ample publicity on your picture and playdate, both before and after the costume matinee.

PLAY AREAS

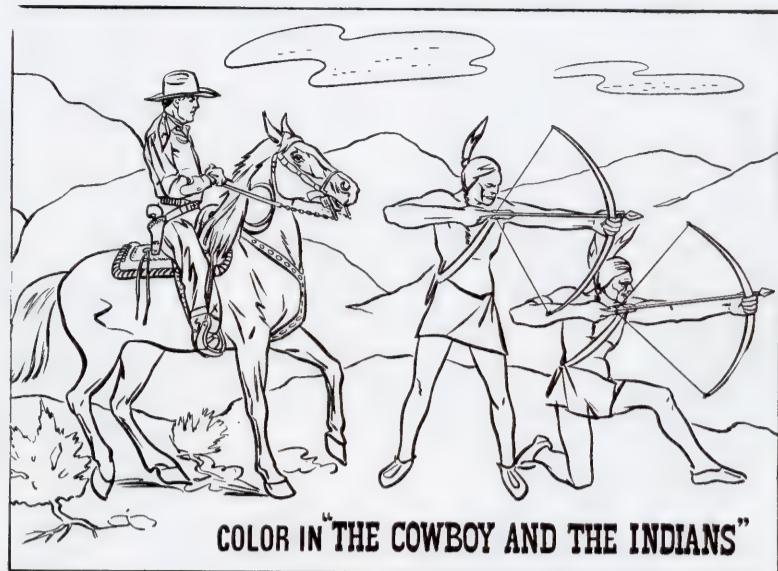
Post signs in vacant lots, playgrounds and park play areas—with Park Department or other official permission, of course!—reading: "This Space Reserved for Blanktown's Young Cowboys and Indians, (signed) Gene Autry, State Theatre." Give sponsoring city officials credit signs, of course. Arrange for newspaper photographs of local dignitaries placing the signs, in a special ceremony attended by youngsters in cowboy and Indian costumes.

STREET ARROWS

Locally-printed street arrows are appropriate with your picture. Plant arrows on poles, fences, etc., all pointing towards theatre. Copy: "'The Cowboy and the Indians' Went That Way! (signed) Gene Autry, State Theatre."

Color-In Mat

This color-in mat should be distributed as widely as possible, by street and lobby handout, and as a package-stuffer and mailing piece. Arrange with local merchant to offer prizes in a color-in contest, in exchange for his advertisement on the back of the color-in herald. Display all color-ins submitted in your advance lobby, or in window of cooperating store.



COLOR IN "THE COWBOY AND THE INDIANS"

Order 2-column Mat 2-D (shown above) or 3-column Mat 3-A (4 1/2" deep) from your nearest exchange of National Screen Service.

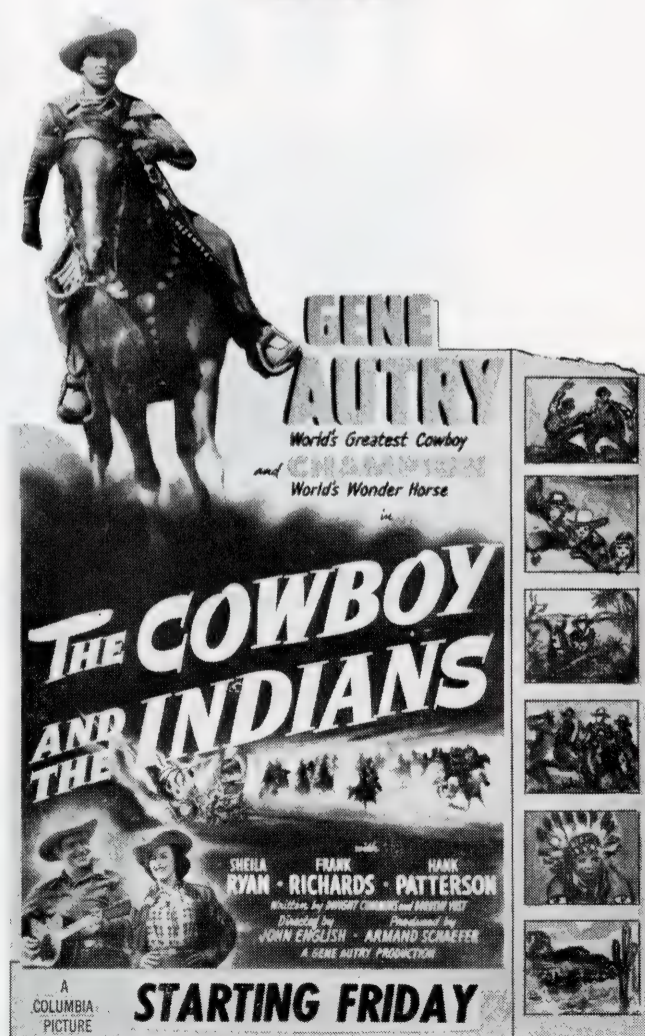
STREET BALLY

Cowboys and Indians make a "natural" street bally for "The Cowboy and the Indians." Send them through the streets mounted, with the "cowboy" strumming a guitar if possible. Your bally "Indians" might be unmounted, beating Indian war drums if any are obtainable. Signs worn by the bally men contain full credits.

SCHOOL STUFF

A number of school routines might be worked out. History classes might discuss position of the Indian in American life today. Essay contests on the subject could be built up with tickets as prizes. Stage art class contests for Indian blanket designs, and manual training class contests for moccasins or necklaces.

SETPIECE



Mount and cut out the 3-sheet, as shown here, for an exciting advance lobby setpiece. Move setpiece out front, current.

INDIAN RELICS

If there is a museum, public or private, containing Indian relics, or if there are private collectors, arrange for a lobby display of Indian blankets, arrows, headgear, etc. Try for a department store display, in conjunction with a special sale of Western goods, which can be extensively advertised and publicized.

TRAILER

Excitingly previewed in this action trailer are the Gene Autry thrills and tunes of "The Cowboy and the Indians." Order from your National Screen Service exchange.

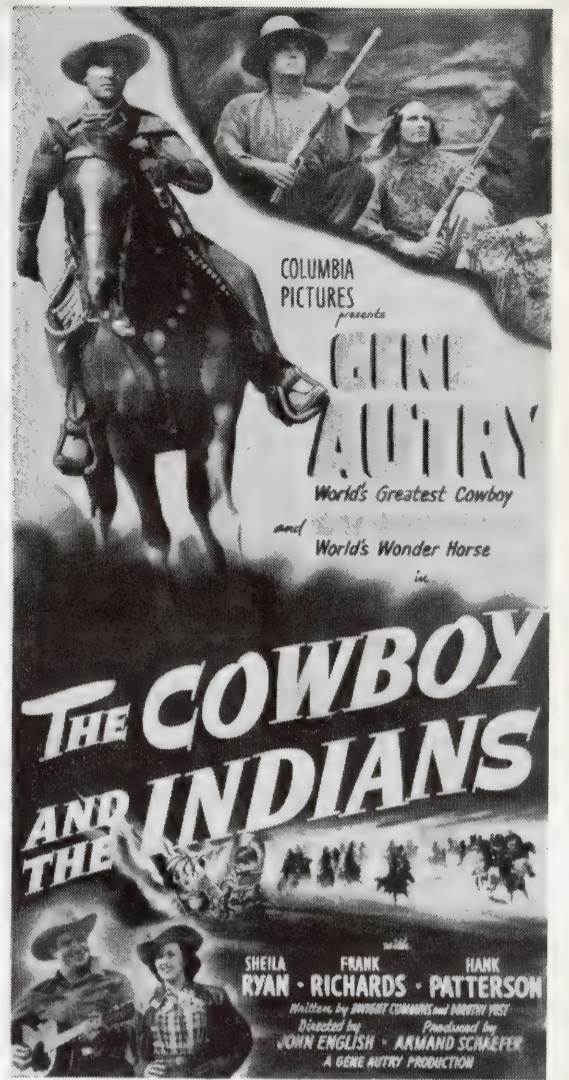
3 STILL SETS

Available for your campaign from National Screen Service exchanges:

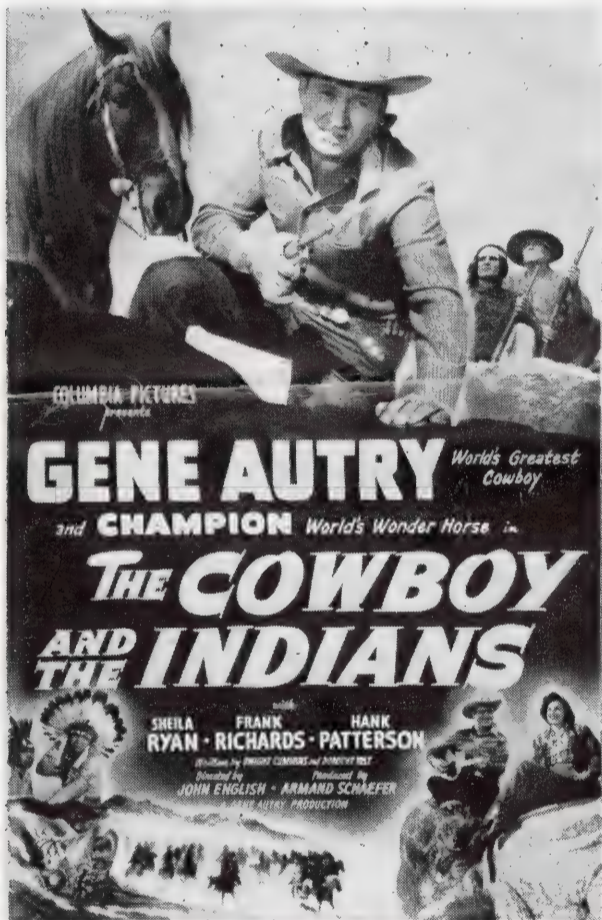
1) production set of 25 flat stills; 2) newspaper set of 15 upright star heads and scenes from the film; 3) publicity-exploitation set (stills used for scene mats and in exploitation campaign).



SIX SHEET



THREE SHEET



ONE SHEET



22x28 A



22x28 B
SLIDE (Same Design)

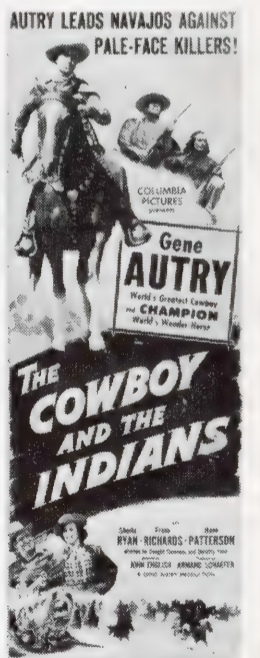
LOBBIES



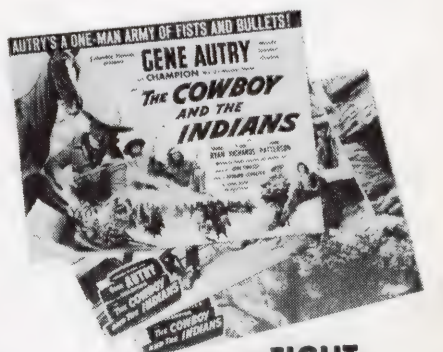
WINDOW CARD



6x18
FOUR-PAGE
CIRCUS HERALD



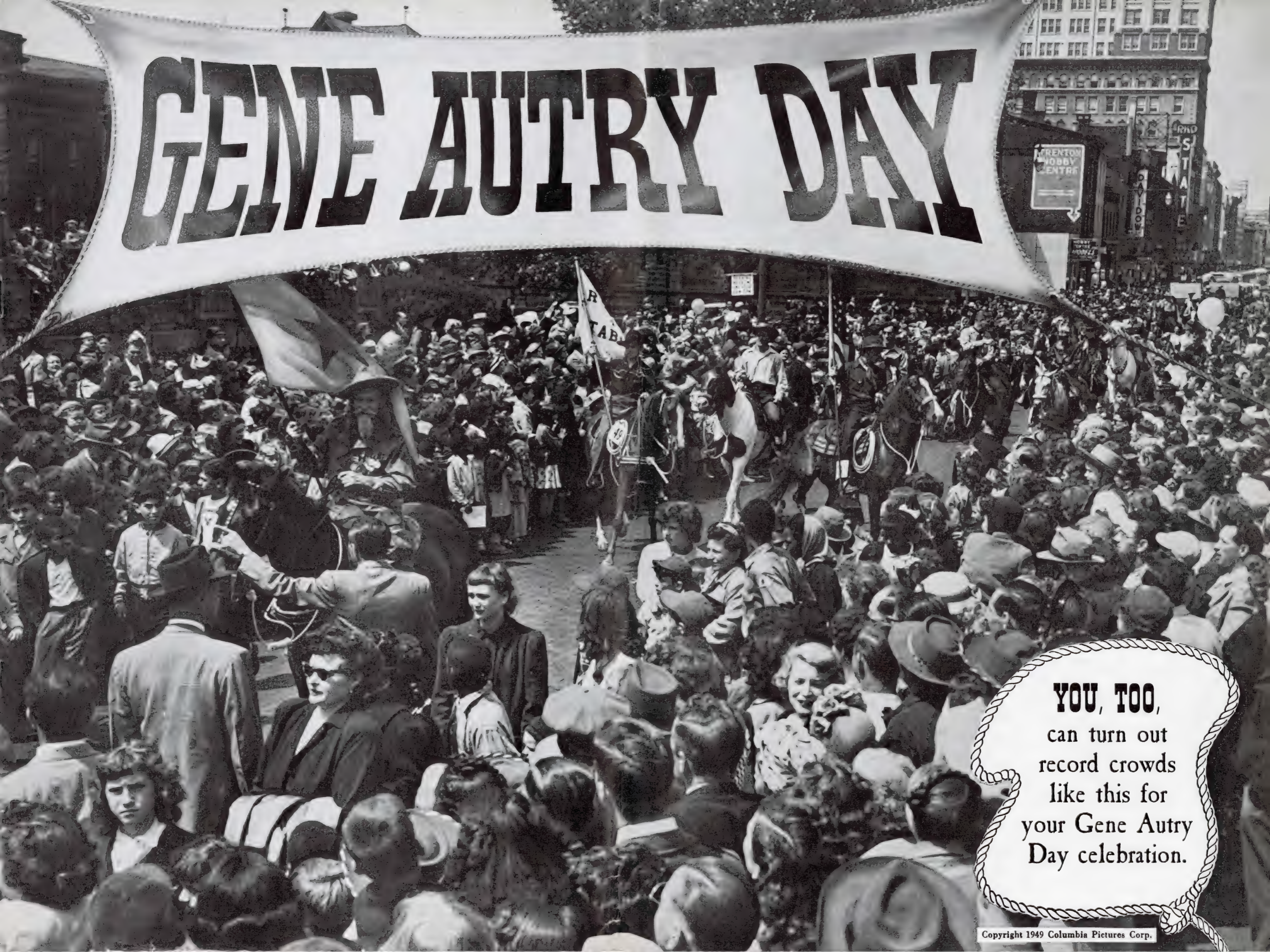
INSERT CARD



EIGHT
11x14's

ORDER ALL ACCESSORIES and 30x40, 40x60, 24x60 and 24x82 DISPLAYS FROM NATIONAL SCREEN SERVICE.

GENE AUTRY DAY



YOU, TOO,
can turn out
record crowds
like this for
your Gene Autry
Day celebration.

Here's How TRENTON, N. J. Staged Its Mammoth "GENE AUTRY DAY" PROMOTION!

★ ★ ★ ★ ★
"Gene Autry Day" in Trenton, New Jersey, was an all-out affair — thanks to the efforts of Henry Scholl, energetic, promotion-minded manager of Trenton's RKO Capitol Theatre.

The "Gene Autry Day" parade climaxed the all-inclusive city-wide promotion. After getting the mayor to proclaim "Gene Autry Day", Scholl persuaded the merchants of the town to pitch in with window displays, newspaper ads and contest prizes. Radio stations and newspapers cooperated with advance publicity, on-the-spot parade coverage and promotional contests. The city government and local business associations helped, too.

A few highlights from Trenton's "Gene Autry Day" parade are pictured on this page. The crowd of spectators (see front cover) exceeded any in the history of the city and the parade itself, was the longest ever held in that town.

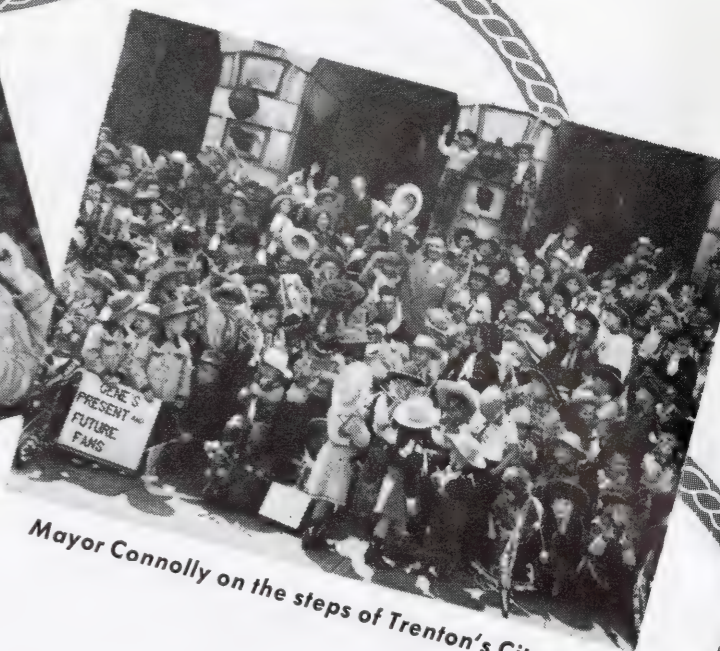
Read the following pages of this book for details of Trenton's "Gene Autry Day" and for the step-by-step story of how you can duplicate this in your city!



One of the many bands in the parade.



Mayor Connolly helps select a parade prize-winner.



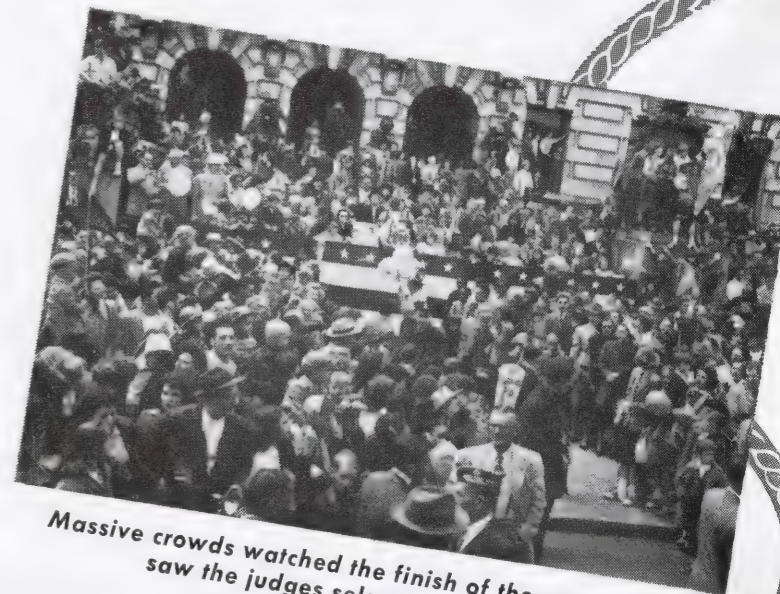
Mayor Connolly on the steps of Trenton's City Hall.



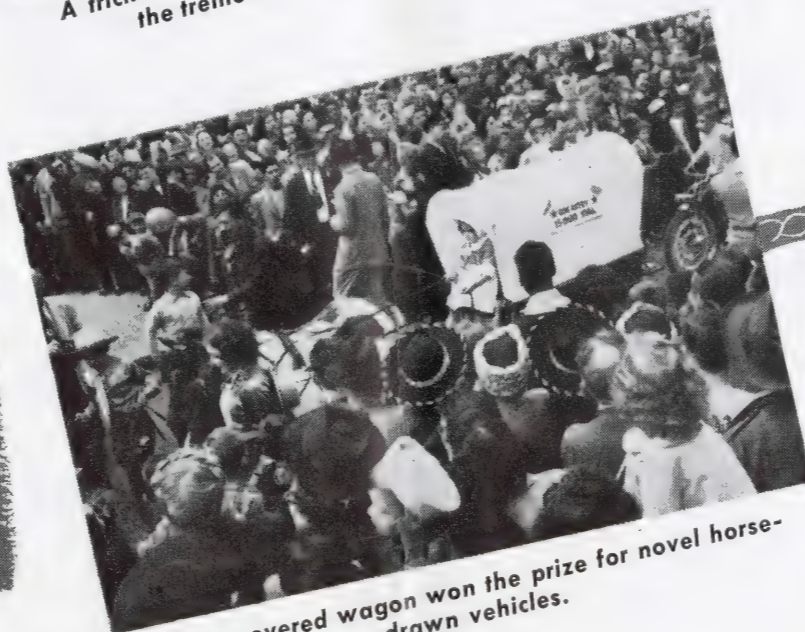
A trick rider in the parade salutes the tremendous crowd.



Over 60,000 people lined Trenton's State Street to watch the "Gene Autry Day" parade on May 28, 1949.



Massive crowds watched the finish of the parade and saw the judges select prize-winners.



A tiny covered wagon won the prize for novel horse-drawn vehicles.



Riding academies and dude ranches entered teams of riders, trick riders, novel rigs, buckboards and other horse-drawn vehicles to compete for prizes offered by the theatre and the merchants.

TRENTON'S PRESS AND RADIO HOPPED ON THE AUTRY DAY BANDWAGON

...WITH AN AVALANCHE OF PUBLICITY!



Chalk Up One For Gene

Parade Today Likely to Draw Big Crowd Here

Over 500 Trentonians will participate in the Gene Autry Day parade beginning at 10:30 A. M. today.

The big event expected to attract thousands of spectators and their families will feature a parade of floats, bands, and a number of decorated wagons and floats.

Competition for the best wagon and float was keen in the days leading up to the parade. Many of the floats were decorated with flowers and streamers.

Trick Horse to Appear

Henry Scholl, manager of the RKO Capitol Theatre, has announced that a trick horse will appear in the parade. The horse, named "Kee," will be a descendant of the parade.

A 20-stall wagon received a number of prizes for its decorations. The wagon, owned by the Trenton Chamber of Commerce, will carry a number of floats.

Children of the Orthopaedic Hospital will be in the parade. They will be accompanied by their mothers and fathers.

Mayor Donal J. Connelly will be in the parade. He will be riding in a float.

500 'Cowboys' Stage Colorful Street Parade

State Street was turned into a major sized rodeo yesterday morning as more than 500 adults and youngsters, all garbed in cowboy outfits, observed Gene Autry Day.

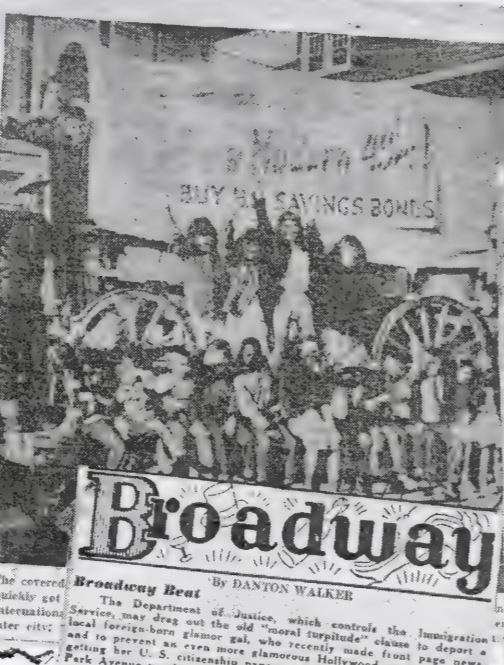
It was a bright and colorful procession, very western in appearance but not too wild. State Street from Willow Street to City Hall was thronged with spectators and police estimated that 20,000 witnessed the spectacle.

The participants ranged from toddlers, loaded down with boots and guns, to adults riding horses. Everybody wore a western style hat, and the rest of the outfit including western style boots, chaps, and shirts.

In the parade also was the covered wagon which is the symbol of the U. S. Savings Bond 1949 Opportunity Drive. It was brought in Trenton through efforts of local merchants taking part in Gene Autry Day.

The paraders were reviewed at City Hall by a group of officials headed by Mayor Donal J. Connelly. On the stand also were 20 children from Orthopaedic Hospital.

Henry Scholl, manager of the Capitol Theatre, was in charge of the arrangements. The procession was led by the Columbia Broadway Pictures band, while Columbia Pictures took newswires. Cash and merchandise prizes totaling nearly \$1,000 were awarded.



500 Expected In Gene Autry Day Parade

Children of the Orthopaedic Hospital will be guests of Mayor Connelly at the Gene Autry Day Parade at 10:30 tomorrow.

The children under the supervision of Captain Stevens, superintendent of the hospital, will join the parade, and out of town guests on the reviewing stand at City Hall Plaza.

As a special attraction arranged for the youngsters, Gene Autry will appear on a float with his famous trick horse "Kee" in front of the reviewing stand on the reviewing stand at City Hall Plaza.

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Henry Scholl, Capitol Theatre manager in charge of parade arrangements, has announced that approximately 500 persons will appear in the Gene Autry Day parade. There will be some 100 horsemen and horsewomen, many of whom will be in the parade.

The parade will feature the authentic 1849 wagon, old time transport of 1849, which is the symbol of the U. S. Savings Bond 1949 Opportunity Drive. The wagon will be a replica of the original wagon which was used by the U. S. Treasury Department and is being brought to Trenton for the first time in the country.

The parade will be held on State Street from 10:30 A. M. to 1:30 P. M. The parade will be held on State Street from 10:30 A. M. to 1:30 P. M.



Headin' For Saturday's Roundup

Gene Autry Day Parade Prizes To Be Offered

Prizes for entries in the Gene Autry Day Parade, scheduled for Saturday, May 28, will total over \$850. This was announced today by Henry Scholl, manager of the RKO Capitol Theatre. The parade is planned as the main event in honor of the cowboy star whose efforts in behalf of the youth of America throughout the country, recognized by the U. S. Government, have been proclaimed the day as Gene Autry Day.

The 1949 and 1950 merchandise prizes will go to contest winners in the following classifications: Three prizes for entries in the Gene Autry Day Parade, scheduled for Saturday, May 28, will total over \$850. This was announced today by Henry Scholl, manager of the RKO Capitol Theatre. The parade is planned as the main event in honor of the cowboy star whose efforts in behalf of the youth of America throughout the country, recognized by the U. S. Government, have been proclaimed the day as Gene Autry Day.

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100-Year Wagon Bond Drive

One of America's famous covered wagons which carried pioneers to the far west in the 1840s will be on display in Trenton Saturday, May 28, in conjunction with the Merrick County U. S. Savings Bond Campaign.

Adopted as the symbol of the 1949 Opportunity Drive which opened Monday and continues through June 30, the covered wagon will be parked at State and Broad Sts. and will participate in the Gene Autry Day parade. Its appearance here is being sponsored by the Dunham, Swann, Nevins-Voorhees, Yard and Goldstein department stores.

Plans for the covered wagon exhibit were made at a meeting of the Retail Merchants Section of the Trenton Chamber of Commerce yesterday. In addition to the thousands of Trentonians who will visit the exhibit and watch the parade, numerous representatives of the stage, screen and radio are scheduled to be present.

The wagon will join in the parade starting Saturday morning at the War Memorial Building. The contingents will proceed on Willow St. to State St.

Western Parade to Feature Trenton's Gene Autry Day

Gene Autry Day will be celebrated here on Saturday, May 28, and units from local civic and veteran organizations will be in the parade. The parade will start at 10:30 A. M. and will continue along State Street to City Hall.

The parade will feature a number of floats, bands, and a number of decorated wagons and floats. The parade will be held on State Street from 10:30 A. M. to 1:30 P. M.

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Broadway Beat

The Department of Justice, which controls the Immigration Service, may drag out the old "social turpitude" clause to prevent an even more glamorous Hollywood personality from Park Avenue psychiatrist, whose appointment to the Board of Mercantile Bank of New York, who challenged the Italian air force during the invasion of Ethiopia, in cleaning up in the export business, selling arms supplies in the capital.

... Col. Hubert F. Julian, Harlem's "Black Eagle" who challenged the Italian air force during the invasion of Ethiopia, in cleaning up in the export business, selling arms supplies in the capital.

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Getters ready for the big show are (left to right): George Pienkowski of Allentown and Rose and Harry Case of Trenton shown at the Rose Riding Academy, who will ride these horses in a parade May 28 here as part of Trenton's celebration of Gene Autry Day. In honor cowboy Mayor Donal J. Connelly has named the date Gene Autry Day.



They're Among Gene's Fans

Gene Autry, 13, of 13 Swan Street and Dixie Gramer, 27, of 27 Park Road, will represent the Gene Autry Clubs of America in the Gene Autry Day parade and bond promotion to be held at 11:30 A. M. tomorrow. The clubs are chartered members of the Gene Autry Day parade in New York and Philadelphia to attend conventions and meet with Gene Autry.



Hey Kids! Enter Now! \$60.00 Worth of Prizes!

GENE AUTRY COLORING CONTEST

Hey Kids! Here's a chance to enter a coloring contest open to kids of all ages sponsored by the Trenton Shopping News and the RKO Capitol Theatre in conjunction with the Gene Autry Day celebration being held in Trenton on Saturday, May 28. Gene Autry's color picture, "Riders of the Windy Pines," will be on hand at the RKO Capitol on Wednesday, May 25.

HERE ARE THE EASY-TO-WIN PRIZES:

FIRST PRIZE: A Gene Autry dress shirt, dress pants, tie, belt, hat, and play gun.

SECOND PRIZE: A Gene Autry Play Outfit.

THIRD PRIZE: A Gene Autry Watch.

FOURTH PRIZE: Gene Autry jeans, sweat shirt, and suspenders.

PLUS 10 Additional Prizes consisting of a RKO Capitol guest ticket and a Gene Autry Guitler Pen-It.

PLUS 10 Additional Prizes consisting of a RKO Capitol guest ticket and a Gene Autry book, "Gunsmoke."

THE CONTEST RULES ARE VERY SIMPLE

Just color the drawing in either color crayon or paint and mail your entry to the Contest Department, Trenton Shopping News, 110 West 13th, Trenton, N. J. The coloring will be judged by you age 12 or overness of the entry and originality.

Name _____ Age _____

Address _____

Winners of Coloring Contest Announced Now

The following persons having submitted the best entries in the Gene Autry Day Coloring Contest are the winners. Prize winners may obtain their awards from the RKO Capitol Theatre, co-sponsor of the contest.

FIRST PRIZE: A Gene Autry dress shirt, dress pants, tie, belt, hat, and play gun were awarded to Edward Rouspin, 436 Princeton Ave.

SECOND PRIZE: A Gene Autry play outfit was awarded to Diane Stubbenzy, 245 Hollywood Drive.

THIRD PRIZE: A Gene Autry watch was awarded to Robert Gorish, 157 Lambertson St.

FOURTH PRIZE: Gene Autry jeans, sweat shirt, and suspenders were awarded to Hugh Poland, Jr., 212 Stacy Ave.

Two RKO Capitol Theatre guests and a Gene Autry guitar were awarded to the following: Doris Clark, 913 Edgewood Ave.; Jerry Hollis, 184 Passaic St.; Jerry Leming, 41 S. Walter Ave.; Geraldine, 42 Central Ave.; Robert Chausse, 1633 4 Tyler St.; Paul Jaworski, 1633 ndale Ave.; Jimmy Ford, 1509 1st Alley.

Two RKO Capitol guest tickets and Gene Autry books, "Gunsmoke" to each of the following:

LARRY MARINARI
OF 1100 LAWRENCE ST.
WON A PRIZE

radio

Local radio stations cooperated to the fullest extent in helping to promote "Gene Autry Day." Disc jockeys played Gene Autry records in advance with plugs for the promotion and the parade. Station WBUD conducted an essay contest on "Why Gene Autry Is A Great American." News programs originating locally carried the latest developments each day. Station WTTM gave on-the-spot parade coverage.

television

Columbia Broadcasting System's nearest television outlet, WFIL, Philadelphia, ran an advance trailer on "Gene Autry Day," and sent a television cameraman to photograph the parade and festivities on "Gene Autry Day" for later "rebroadcast" on its news programs. Local hillbilly television shows helped build up the event by singing and playing Western songs "inspired by 'Gene Autry Day.'"

HERE'S A BRIEF ROUND-UP OF TRADE AND LOCAL COMMENT!

GENE AUTRY DAY IS HOLIDAY IN TRENTON



Trenton 'Autry Day' Success Presages Wide Duplication

What is to be an annual event of national proportions for exhibitors who play Gene Autry's films, was commemorated last Saturday by the Trenton 'Autry Day' parade. The parade, which was the first of its kind in the city, was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

GENE AUTRY DAY Without Autry- With Accessories



New Exploitation Pattern Set For Autry Features

TRENTON, N. J. — Henry Schell and Ward Farrar, manager and publicity man, respectively, of the RKO Capital have come up with a novel idea in exploiting their Gene Autry pictures. Value of this new publicity pattern is that it can be effectively used for any of the cowboy star's films. It is a pattern in which the exhibitor can get the most out of his Gene Autry picture. It is a pattern in which the exhibitor can get the most out of his Gene Autry picture.

Crowds Turn Out For Gene Autry Day

Microphone at Trenton, N. J. (UPI) — A crowd estimated at some 50,000 people gathered in Trenton, N. J., Saturday for the Gene Autry Day parade. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

GENE AUTRY DAY IN TRENTON POINTS UP BIG SELLING ANGLE

From major exhibitors' point of view, the Gene Autry Day parade in Trenton, N. J., Saturday, was a big selling angle. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

Civic-Merchant Tieup With Theatres Produces Citywide Gene Autry Day

Without the concerted presence of a civic group in the form of the Gene Autry Day parade in Trenton, N. J., Saturday, the city would have been a very different place. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

Trenton Will Observe 'Gene Autry Day'

Trenton, N. J., Saturday, will observe 'Gene Autry Day' with a parade. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

ALONG THE RIALTO

Mid-week Musings: THE MEMORIAL DAY WEEKEND has come and gone. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

BUY SAVINGS BONDS

Buy Savings Bonds: The Gene Autry Day parade in Trenton, N. J., Saturday, was a big selling angle. The parade was a success in every respect. It was a day of fun and games for the people of Trenton. The parade was a success in every respect. It was a day of fun and games for the people of Trenton.

TRENTON CHAMBER OF COMMERCE
STACY TRENT HOTEL
TRENTON, NEW JERSEY

"I must congratulate you upon last Saturday's very successful Gene Autry Day parade. The event was so popular and successful that for a week or ten days the local department stores and specialty shops did a rushing business in cowboy regalia."

TREASURY DEPARTMENT
U. S. SAVINGS BONDS DIVISION

"I have been advised that the crowd was greater than we have ever seen in Trenton to view any parade. Therefore... I want to congratulate you and your associates upon a very fine exhibition which had to do with Gene Autry Day."

Eton Boys' Shop, Inc.
15 NORTH BROAD STREET
TRENTON 8, N. J.

"The day created a lot of interest in western wear, which should help to promote the sale for a long time to come. It boosted our sales of western wear last week quite a lot."

CITY OF TRENTON, NEW JERSEY
OFFICE OF THE MAYOR
DEPARTMENT OF PUBLIC WORKS

"...your very successful promotion of the Gene Autry Day parade last Saturday brought so much fun and pleasure to thousands of young and old folks who lined our streets to witness the event."

Goldbergs
GOLDBERG'S CORP.
Trenton 5, N. J.

"We feel that all the stores benefited from this promotion and hope that it will be repeated next year."

F. W. WOOLWORTH CO.
FIVE AND TEN CENT GOODS, SPECIALTIES, ETC.
117-121 E. State Street
Trenton 8, N. J.

"We used these display pieces and photographs in our windows in connection with western merchandise and our response was indeed gratifying."

Yards
BROAD & STATE STREETS · TRENTON 8, N. J.

"...all the merchants were gratified at the number of people who came into the center of town to see the parade. I never saw so many children wearing Western outfits."

NOW USE THIS STEP-BY-STEP PLAN TO

1: GET MERCHANT AID

APPROACH Approach the merchants of your town with your **MERCHANTS** GENE AUTRY DAY plan. Tell them about its sensational success in Trenton, N. J. Tell them what it did for the merchants, the theatre and the city. Stress that they must have Gene Autry merchandise in stock and that they have to promote it vigorously. Show them the list of manufacturers of Autry-endorsed merchandise on the back cover of this book and get them to order enough goods to make promotional activity worthwhile.

AUTRY DAY COMMITTEE Line up the merchants to form a GENE AUTRY DAY committee to supervise the development and execution of the affair. Each merchant should be assigned to a particular task. You should take an active part in all operations and co-ordinate the work of the committee.

2: PROCLAMATION

Once your GENE AUTRY DAY committee is functioning, call on the mayor and get him to issue a Gene Autry Day Proclamation (see Trenton's proclamation on the back cover of this book). In addition, interest the mayor in taking an active part in the event. His presence at your parade and other celebrations will not only lend prestige, but give you added publicity angles.

3: Start Parade Plans

PARADE PERMIT After the mayor has proclaimed GENE AUTRY DAY, get the proper authorities to issue a parade permit. Be sure the permit gives you permission, not only for foot marchers, but for mounted riders and horsedrawn and motor vehicles as well.

CIVIC HELP Then visit the city departments and business associations—Chamber of Commerce, Rotary, etc.—for their help. Try to get the city to erect a reviewing stand at the end of the line of march. (In Trenton, they had a reviewing stand in front of the city hall where the parade ended!)

4: ANNOUNCE THE EVENT

After your proclamation and parade permit are set, send out your first publicity releases. Run a teaser trailer to tell your patrons about GENE AUTRY DAY with a "Watch This Screen for Further Announcements" pitch. All publicity should make clear that everybody is welcome to enter the activities and that it's all FREE!

5: STORES, NEWSPAPERS

WINDOW DISPLAYS Get together with the retail merchants of your town and start planning window displays. (See page 3 for photos of some of the displays installed by Trenton merchants for their GENE AUTRY DAY.) See that the retailers are supplied with stills and poster paper for their displays. Try to get credits in all windows, but in any event, make sure that the windows show prominent plugs for GENE AUTRY DAY, the parade and prizes. (See paragraph 8 and also illustrations of special promotion material on the back cover.)

CO-OP ADS Start working on the co-op newspaper advertising. Organize special pages or double trucks in your city's newspapers with all the cooperating merchants and the theatre taking space. (See illustrations on page 3 for Trenton's handling of the co-op newspaper ads.) Each newspaper should contribute space for streamer headlines across all pages to tie the ads on those pages together. Each ad should plug GENE AUTRY DAY, the parade and the prizes, and contain credits for your Gene Autry picture.

6: PRIZES, CONTESTS

PARADE PRIZES Worthwhile prizes for any contests sponsored by your GENE AUTRY DAY committee should be lined up far in advance. Everybody involved should share in making a prize jackpot that is as large and as attractive as possible to attract maximum attention to the contests. The jackpot can consist of Gene Autry merchandise, U.S. Savings Bonds, cash, theatre guest tickets and any items that can be promoted. In the parade competitions, you can award prizes for any or all of the following:

Best Bands in the Parade.
Best Mounted Cowboys and Best Mounted Cowgirls.
Best Little Cowboys and Cowgirls Under 8 Years of Age.
Best Little Cowboys and Cowgirls Over 8 Years of Age.
Most Novel Horsedrawn Vehicle (or Best Decorated).
Most Novel Motor Vehicle (or Best Decorated).
Best Decorated Bicycle, Scooter or other Children's "Vehicle."
Best Decorated Baby Buggy.
Best Float in the Parade (Not Sponsored by Cooperating Merchant).
Best Pet in the Parade (Dog, Cat, Monkey, Pony, Goat, etc.).

OTHER CONTESTS Cooperating newspapers can conduct Gene Autry Coloring Contests, Gene Autry Drawing Contests and other contests described in the regular press-books for Gene Autry Columbia pictures. The following mats are available from National Screen Service for newspaper contests:

"Riders of the Whistling Pines" Mat 2-D (2 cols.) and 3-A (3 cols.): Find Hidden Riders Contest.

"Loaded Pistols" Mat 2-D: Drawing Contest.

"The Big Sombrero" Mat 2-A: Color-In Contest.

"The Last Round-Up" Mat 3-B: Find Hidden Faces Contest.

Below you will find other contest suggestions suitable for newspapers and radio or television stations. Additional ideas can be worked out to fit your local situation.

A contest on the co-op ad newspaper pages should stir up plenty of interest in your affair and stimulate the reading of those pages. Ask readers to count the number of times Gene Autry's name is mentioned on those pages and reward those whose count is most accurate and whose answers come first.

Short essay contest on "Why Gene Autry Is a Great American."

For a musical contest, a disc jockey can play Autry records and ask listeners to identify the songs and write a short note on which tune they like best.

For television, a master of ceremonies can show stills from Autry films, give each a number and ask viewers to name the film.

7: Awarding Prizes

The prize-winners should be selected by a committee of judges made up of city officials and prominent local business men or celebrities. The winners should be given certificates entitling them to their prizes and they should be asked to appear on the stage of your theatre to get their awards. This will make an interesting program and bring people into your theatre.

ORGANIZE YOUR OWN GENE AUTRY DAY!

8: PARADE PROMOTIONS

As soon as your parade contests are lined up and the prizes set, get to work promoting the parade in your theatre, stores and newspapers and over radio and television stations. Here's how:

40" x 60" lobby display (see back cover) and special screen trailer.

GENE AUTRY DAY committee should prepare window streamers and cards for store display. (See back page for samples of those used in Trenton.)

Make up entry blanks for the parade. (Back page contains sample entry form.)

Publicity releases to all newspapers and radio stations.

All special material should stress the prizes and can be illustrated with a Gene Autry photo (4-column mat Gene Autry 4A or Still No. Gene Autry 7 on back page).

9: STORE PROMOTIONS

CONTEST IDEAS In addition to the general contests sponsored by the GENE AUTRY DAY committee, cooperating stores can run their own contests and promotions along the lines suggested below:

Music stores can run contests which revolve around Gene Autry records.

Other stores might use contests featuring their own Gene Autry merchandise. A store selling the Gene Autry Rodeo Hat can put a hat full of empty cartridges in its window and ask passersby to guess "How Many Cartridges in the Hat."

Other contests suitable are lucky number contests, lariat twirling contests, coloring contests, drawing contests, etc.

PENNANTS, BUTTONS Merchants might offer Gene Autry pennants and buttons to youngsters who come into their stores. Pennants and buttons can be obtained from Kim & Cioffi (address listed on back cover of this manual).

10: THEATRE PROMOTIONS

Merchants in your town will benefit from GENE AUTRY DAY promotion because youngsters will have to buy the Western merchandise to compete for parade prizes. Trenton stores experienced a definite upswing in business in Gene Autry merchandise during the week before GENE AUTRY DAY. The theatre, however, must capitalize on the promotion immediately after the parade.

On GENE AUTRY DAY, the theatre should offer free Gene Autry fan photos to all youngsters who come to see the Autry attraction. (8" x 10" autographed Autry fan photos in color are available at \$6.50 per thousand from: Columbia Pictures Corp., Publicity Department, Room 903, 729 Seventh Ave., New York 19, N. Y. Payment must accompany order to avoid bookkeeping expense as these fan photos are being sold at cost.)

In addition, the theatre can offer door prizes of Gene Autry merchandise or complete Gene Autry outfits. This merchandise should be supplied by a cooperating store or stores in return for store publicity in the theatre's announcements.

The theatre should have a sound truck at the end of the parade blaring forth this announcement: "Now That You've Seen the Gene Autry Parade, Come to the State Theatre and See Gene Autry in (Picture Title). A Complete Gene Autry Outfit Will Be Given to Some Lucky Youngster After Each Show! An Autographed Gene Autry Colored Photo Will Be Given Free to Every Youngster Attending the State Theatre Today!" (Credit the store or stores contributing the Autry merchandise for your prizes.)

11: CIVIC DRIVE TIE-UP

As a means of getting added publicity and as a way of getting permission to use street banners and street pole cards, tie up with a civic drive, such as a U. S. Savings Bond Drive, Community Chest, etc., or with a recognized agency combatting juvenile delinquency. See the back cover of this book for an illustration of the street pole card used in Trenton connecting GENE AUTRY DAY with the U.S. Savings Bond Drive. Invite any group with which you tie up to enter a float in the parade and see that any publicity sent out by them plugs GENE AUTRY DAY.

12: Keep Publicity Going

Keep feeding publicity to the newspapers and radio and television stations as things develop.

IN THE NEWSPAPERS

Take special pictures for paper breaks. A Western-dressed youngster can pose with the mayor. Take pictures of parade entries in the different classifications. Photos of girls in Western wear on or near horses make good copy, as do pictures of members of local Gene Autry Fan Clubs. Try to get a newspaper break every day in each newspaper as you build up to GENE AUTRY DAY.

VIA RADIO AND TELEVISION

Get radio station disc jockeys to play Gene Autry records on their programs and give you plugs for GENE AUTRY DAY and all that it involves. Get hillbilly and Western groups on both radio and television to sing and play songs identified with Gene Autry with mention of the festivities that are going to take place. Radio and television news programs should be kept supplied with the latest developments so that they can spread the news and plug GENE AUTRY DAY.

13: WELL-VARIED PARADE

Aim to get diversified entrants to make the parade an interesting spectacle. You should have a color guard, several bands, children and grown-ups dressed Western-style marching on foot, mounted cowboys and cowgirls, decorated horsedrawn and motor vehicles, stagecoaches, decorated bicycles, floats entered by cooperating stores, Boy Scouts, Girl Scouts, Sea Scouts, etc., and mounted groups from dude ranches and riding academies. The parade should be headed by a corps of ushers carrying a large sign reading: GENE AUTRY DAY.

14: GET POLICE HELP

See that the city supplies adequate police help on the day of your parade. The officers should keep order among the spectators, supervise traffic and police the crowds during the selecting of the prize-winners, etc. Police cars and motorcycle police can also take part in the parade, itself.

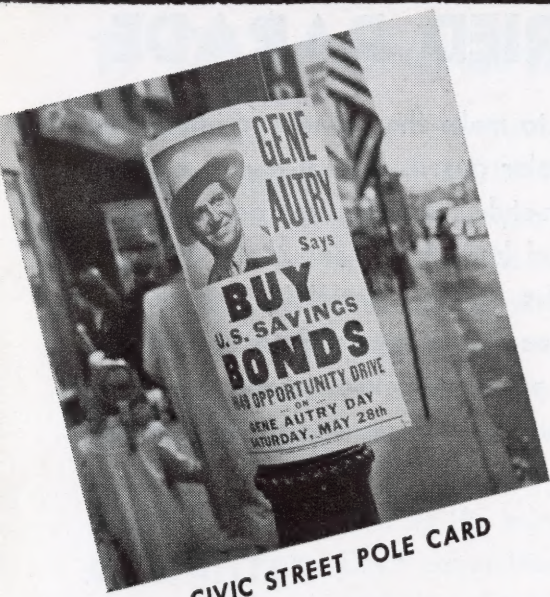
15: DECORATE STREETS

Arrange to have the streets along the line of march and in the business sections of town decorated a few days in advance of your GENE AUTRY DAY parade. Banners and pennants will help make for a festive atmosphere. Also make special GENE AUTRY DAY banners for parade entrants to carry at the head of each group. Gene Autry pennants (available from Kim & Cioffi, address listed on back cover of this book) can be given to youngsters as they enter the line of march.

16: KEEP CHECKING BACK

As you progress with your promotion, keep checking back over this step-by-step story to make sure that you are not passing up anything that will help to make your GENE AUTRY DAY the sensational success it can and should be.

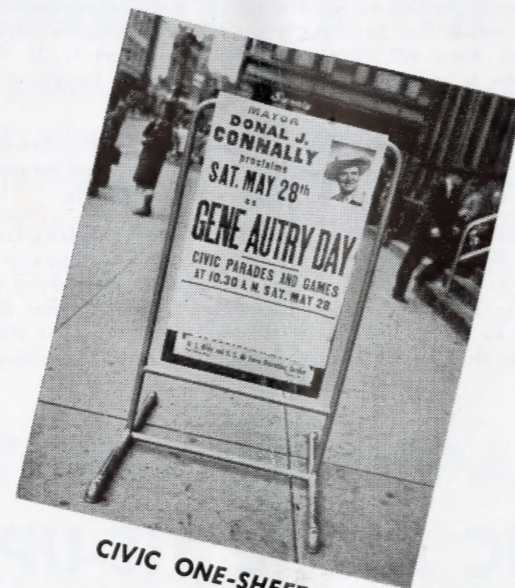
Make up your own "GENE AUTRY DAY" promotion pieces along the lines of these illustrated items!



CIVIC STREET POLE CARD



PARADE POSTER FOR STORE WINDOWS



CIVIC ONE-SHEET



THEATRE LOBBY 40 x 60

OFFICIAL GENE AUTRY DAY PARADE

NO. _____ DATE _____

ENTRY BLANK TIME _____

Gene Autry Day Committee,
c/o Manager, RKO Capitol Theatre, Trenton, N.J.

I will take part in Trenton's Gene Autry Day Parade on Saturday, May 28th, at 10:30 A.M. I will be on hand at the Stacy-Trent Hotel at 10:00 A.M. so that the parade can start at 10:30 sharp.

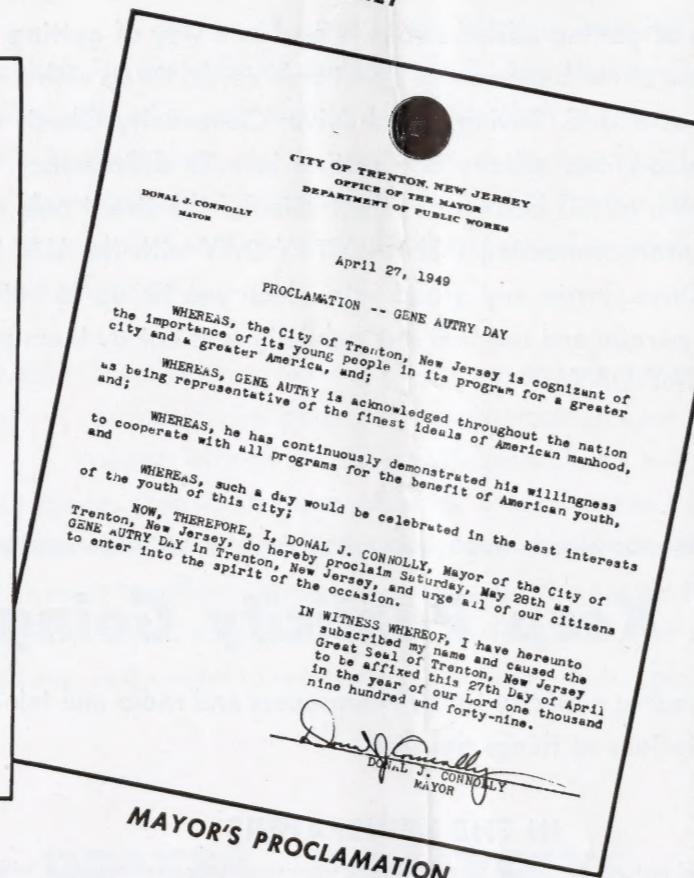
PLEASE STATE ON THE LINES BELOW WHETHER YOU WILL MARCH ON FOOT, DRIVE A MOTOR OR HORSEDRAWN VEHICLE, RIDE A HORSE OR PONY, BE PART OF A GROUP OR ORGANIZATION, ETC., AND WHETHER YOU WILL WEAR A WESTERN COSTUME.

NAME _____ AGE _____ SEX _____

ADDRESS _____ TOWN _____

LIST OF PRIZES GOES HERE

PARADE ENTRY BLANK

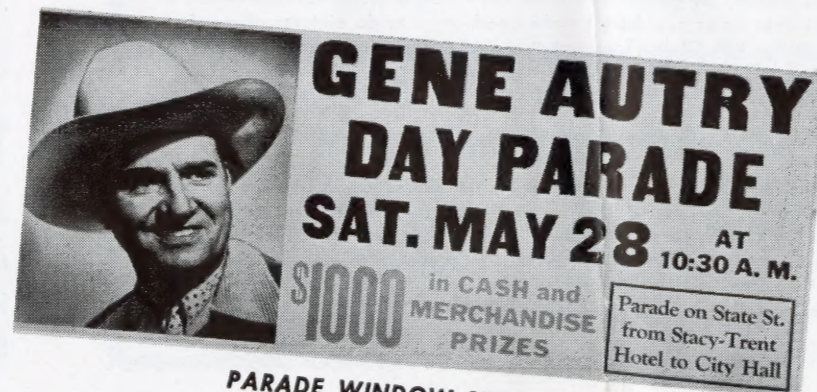


MAYOR'S PROCLAMATION



GENE AUTRY MAT AND STILL

For illustrating special promotion pieces, order Still No. Gene Autry 7 or Mat No. Gene Autry 4A (7 7/8" x 9 1/4") direct from National Screen Service.



PARADE WINDOW STREAMER

Gene Autry Licensees

Local merchant cooperation is essential to the success of your "Gene Autry Day" promotion. Here's a complete list of manufacturers of Autry-endorsed merchandise. The merchants in your town should contact them as soon as you start planning your "Gene Autry Day" to make sure that they have the necessary merchandise and promotion material on hand in plenty of time.

WALLETS: Mr. S. E. Knee, Aristocrat Leather Products, Inc. 292 Fifth Ave., New York 1, N.Y.	HAIR BRUSHES: Mag's Co. 163 Myrtle Ave., Brooklyn 1, N.Y.
GUITAR PENCILS: Mr. Gene Cobb, The Bla-Co Co. 4375 Penrose St., St. Louis 15, Mo.	COLUMN FEATURE: Mr. Elmer Roessner, McClure Newspaper Syndicate, 75 West St., New York 6, N.Y.
COWBOY TIES: Mr. Henry Bodek, Bodek Cravat Co. 47 Orchard St., New York 2, N.Y.	WESTERN SCARFS: Mr. Edward Glick, Miller & Co. 1636-40 Lawrence St., Denver, Colo.
RODEO SUITS: California Ranch Wear, Inc. 1401 S. Broadway Los Angeles 15, Calif.	HATS: Mr. Marvin Sugarman, Miller Bros. Hat Co., Inc. 719 Broadway, New York 3, N.Y.
POLO, SWEAT SHIRTS: J. T. Flagg Knitting Co., Inc. Florence, Ala.	GLOVES: Mr. William A. Nolan, Nolan Glove Co. 425 Fourth Ave., New York 18, N.Y.
COWBOY BOOTS: Graham-Brown Shoe Company, Dallas 2, Texas	TOOTH BRUSHES, POWDER: One Use Tooth Brush Corp. 3118 West Magnolia, Burbank, Calif.
COWBOY DRESS PANTS: Mr. Jacob I. Greenstone, Greenstone-Stern Co., Inc. 230 Fifth Ave., New York, N.Y.	WOOLEN SWEATERS: Mr. William Stern, Pickwick Knitting Mills, Inc. 39 West 29th St., New York 1, N.Y.
HOLSTERS, COWBOY SUITS: Mr. Milton Henry, M. A. Henry Co., Inc. 1107 Broadway, New York 10, N.Y. Also: M. A. Henry Co., Ltd., Box 301, Scarboro Junction, Ontario	BOOKS: Mr. Lloyd E. Smith, Western Printing & Lithographing Co. (Whitman Publishing Co.) 1220 Mound Ave., Racine, Wisc.
HOME MOVIES: Mr. T. H. Emmett, Pres. Hollywood Film Enterprises, Inc. 6060 Sunset Blvd., Hollywood 28, Calif.	BOYS' BELTS, SUSPENDERS: Mr. Irving Slifka, M. Slifka & Sons, Inc. 275 Seventh Ave., New York, N.Y.
TOY TELEVISION SETS: Hollywood Toy Television Corp., 1259 S. Talman Ave. Chicago 8, Ill.	COMIC BOOKS: Mr. Russ Tippet, Dell Publishing Co. 261 Fifth Ave., New York, N.Y.
PAJAMAS, WESTERN SHIRTS: Mr. David Jablow, I. Jablow & Co. 1107 Broadway, New York 10, N.Y.	WATCHES: Mr. Lou Henry, Wilane Trading Co. 93 Nassau St., New York 7, N.Y.
PISTOLS: Mr. Lewis S. Bixler, Jr., Kenton Hardware Co., Kenton, Ohio	JACKETS, SHIRTS, JEANS: J. M. Wood Mfg. Co. Box 1517, Waco, Texas
NOVELTY FLAGS, BUTTONS: Kim & Cioffi 916 Arch St. Philadelphia, Pa.	RECORDS: Mr. Don Law, Columbia Records 1473 Barnum Ave., Bridgeport, Conn.

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Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



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HISTORY
DIGITAL LIBRARY 

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